



ARIZONA DEPARTMENT OF ECONOMIC SECURITY

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January 29, 2003

WORKFORCE INFORMATION MEMO (WIM) #01-03

SUBJECT: Customer Satisfaction Survey Results – January 2003

Arizona State University's Prevention Resource Center (APRC), the contractor conducting customer satisfaction surveys among WIA exiters and employers, submitted a combined November/December 2002 survey report to the Workforce Development Administration (WDA) due to the university's limited operating schedule during the holidays. The surveys conducted during this time period represent the first group of surveys for PY2002.

The contractor successfully completed 83 surveys: 29 with WIA exiters, and 54 with WIA employers through December 31, 2002.

Enclosed are four documents. The first two consist of the "WIA Participant Customer Satisfaction Frequency Distribution" and the "WIA Employer Satisfaction Frequency Distribution." These reports indicate the cumulative participant and employer responses for each LWIA for every individual surveyed, and for each of the three survey questions (i.e. overall satisfaction, met expectations, compared to ideal) on a scale of 1 to 10, with 10 representing the highest possible level of satisfaction. Also indicated in the Frequency Distribution reports are the weighted sums (i.e. customer satisfaction scores) by LWIA, for all survey questions, using the American Customer Satisfaction Index (ACSI) analysis. To determine the customer satisfaction ACSI score among your WIA exiters and employers, go to the "**Area**" column and find your LWIA. ***Your customer satisfaction score is the last figure in the row labeled "Weighted Sum."***

The third enclosure consists of a breakout of the WIA Participants and Employers by LWIA. The left-hand column shows just the "Months of November/December" and the right-hand column the "Cumulative Totals to Date."

The fourth enclosure contains bar graphs of the survey responses for each question by LWIA, as well as bar graphs of the *average* responses for each question by LWIA and by age, gender, and limited English, **if applicable**. An additional bar graph compares the cumulative number of exiter letters sent versus successful surveys completed, and the number of successful surveys completed compared to the target of 500 completed surveys.

In addition to the enclosures mentioned above, charts were completed for each individual LWIA of the *average* responses for each question by "Participant Age Group." The City of Phoenix and Cochise County breakout also shows "Limited English Responses." Your packet contains only those copies that pertain to your LWIA.

APRC recently requested a substantial price increase to continue conducting customer satisfaction surveys among WIA exiters and employers. Due to WDA contract provisos that do not permit price increases once they are agreed to by the contract parties, APRC will not be able to continue conducting the customer satisfaction surveys. Beginning in **February**, the Employment Security Administration (ESA) will be in charge of surveying WIA exiters and employers (at no cost to WDA), as well as their own job seekers and employers. WDA will continue providing local areas monthly reports of survey results. Please ensure that your staff continues to send WDA (Mary Ann Dunleavy) your employer contact information each month.

Due to the added responsibility of conducting surveys for WDA exiters and employers, ESA will need some additional time to complete all survey processes. Therefore, the contact information on employers **should reach WDA on or before the 10th of each month**. If the 10th falls on a weekend, please forward your employer data on or before the prior Friday.

ESA will submit future reports to the WDA by the 22nd of each month. Upon receipt, WDA will then forward the reports to each LWIA.

Under WIA, customer satisfaction surveys are a critical part of assessing the success of LWIAs and the state overall in serving program participants and employers. These surveys enable each of us to focus on continually improving programs to better serve all customer groups. If you have questions, please contact Ms. Pat Gregan, Planning and Program Development Manager, at (602) 542-2490.

Sincerely,



David R. Ellis
Program Administrator (Interim)
Workforce Development Administration

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Enclosures